

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GED. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, MAY 13, 1891.

No. 19.

The School Question

(With emphasis on "the") comes with great interest to Parents each year. Railroads have taken the element of distance largely from the question, and therefore most schools have had their area of support greatly enlarged. Just as a large proportion of the

Educational Endowment

of the country has come from unschooled donors, so the most interest in selecting the best school, is often found in humble and remote localities.

Our Country

is large, but the Newspaper is constantly meeting people. No School-master can well move his school to his pupils, but any School-master can move pupils to his school by

Newspaper Advertising.

We have for years done a large and enlarging school advertising business. We specially enjoy it. No school order is too small to receive our best attention, and all our school orders enjoy the advantages of the accurate knowledge of mediums, the expert buying of space, the experienced preparation of advertisements, and the complete organization which belong to, and partly account for, the largest Newspaper Advertising business in the world.

If you would like to see how your announcement would look in print, or what it would cost in any list of Newspapers, you can gratify both wishes, without expense, by communicating with

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

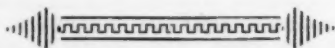
If you would like

to communicate with nearly

Six Millions

of the best country people in the New England, Middle and Southern States, and will do so between June and September, send us a copy of what you desire to say to them, and we will inform you how it can be thoroughly done at a very small cost, and no payment to be made till November first.

The information will cost you nothing.



Atlantic Coast Lists,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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ADVERTISING IN ENGLAND.

By T. B. Russell.

Nobody who compares the advertising portion of American newspapers with the same feature in the journals of this country can avoid being struck by the enormous inferiority, in every respect, of the latter. This statement sounds unpatriotic, and it sounds crude. But national pride has got to be sacrificed to scientific and artistic truth, and sweeping though the assertion appears, as I look at it above, I do not think any advertising expert would wish to qualify it. As to the reason of it—well, the inferiority may exist because we have no little weekly PRINTERS' INK to help us with counsel and example, or to stimulate our inventiveness; or it may be a symptom of national idiosyncrasy. Part of it is no doubt due to the superiority of American printing, which every one here acknowledges and laments. American ink, American engraving, American paper and American press-work are the admiration (and despair) of British printers. The art of hot rolling, as practiced in America, is hardly known here; certainly it is not done with anything like the success that it achieves in the New World.

There is just one respect in which we may claim superiority, however, and that is in our great dailies. These are without doubt much better printed than yours. They have a better chance, in one way. The *Standard*, which is the best printed of the penny (that is, two-cent) papers, has a circulation under a quarter of a million; and the English plan of publication is not by subscription, but by sale through news agents and other shop-keepers. Consequently, with smaller numbers to print, and no considerable time to be consumed in wrapping for the mail, our morning papers can allow more time for print-

ing than the New York dailies, and can still keep their news columns open later than the latter for special items. The *Standard* goes to press at about three o'clock in the morning, and the first batch of copies will be ready for the newspaper trains to the country at five o'clock.

Another advantage to the printer is that the great dailies, with the exception of the *Daily News*, do not take blocks of any sort. The daily papers all aim, more or less, at copying the *Times* (which is sold, however, at three pence), and the *Times* has always consistently refused to admit blocks, and has imposed conditions, often very hard to bear, on the setting up of advertisements. No display type is admitted, for example, and the *Times* will not permit its own name to be mentioned in any announcement (a rule which I must confess inability to understand or explain). The result is that the advertisements of a London daily are extremely regular, neat and decorous—and deadly uninteresting. Many large advertisers will not use them at all, on account of these restrictions, and the *Daily News* gets some announcements by reason of its special laxity in this respect, which the others miss. Even the *Daily News*, however, only takes approved blocks, and only inserts them on one particular page.

A form of advertisement which is in any way disguised is not approved by the majority of advertisers here, nor is anything humorous or pathetic. John Bull must be taken "by the horns" and told plainly your object.

It is believed to distinctly prejudice an article if it is led up to by stratagem or veiled in poetry or dialogue. Illustrated advertisements have been successful and several of the largest advertisers entirely rely upon "pictories" to draw the reader. One or two American houses have, however, tried literary

methods—Sozodont with poetics and Mother Siegel on the startling incident plan—and have had good success, thus apparently contradicting the general opinion. In the whole piece, however, I believe that it is sound, and that in England nothing pays like what Dr. Holmes calls "brutal common sense." Plain type, plain words and plain pictures are the things to catch the best results here, or such is the general experience.

The most striking advertisements in American dailies are those of the great clothing, provision and other stores, very elaborately prepared and changing from day to day. This feature is entirely absent, at all events, from the metropolitan newspapers here. The big shops—Whiteley's, Barker's and the various co-operative societies (to which alone the word "store" is ever applied in England) never advertise in newspapers at all, or only do so on the occasion of an annual or other clearance. Some of the large millinery and drapery shops advertise, but they usually have a pretty uniform announcement and do not vary it except with the changes of the season, substituting furs and evening wraps in the winter, I mean, for laces and out-of-door clothing in the summer. The daily papers do not publish Sunday or weekly editions at all. No London daily employs a canvasser to solicit advertisements.

The weekly illustrated papers, like the *Illustrated London News*, the *Graphic*, the *Lady's Pictorial*, and recently, the new *Black and White*, are pretty well known in America. They are much kinder to advertisers than the dailies, and illustrated advertisements, sometimes very skillfully designed, appear in their columns. Of course none of the dailies, any more than the weeklies, could appear tomorrow without the help of the advertiser; but the dailies treat him much more cavalierly than the weekly publications.

A considerable proportion of the best advertisements in the weeklies, however, are American—Brooke's Soap, Carter's Pills, Sapolio, Scott's Emulsion, etc. A few English houses display equally good announcements (Pears' Soap, Sunlight Soap, Liberty's Art Fabrics, Cadbury's Cocoa, and Bird's Custard Powder may be instanced), but in the bulk, as I have confessed, America leads, and the

general run of smaller advertisements are greatly lacking in the skill and resource which the columns of the *Ladies' Home Journal*, *Life*, *Puck*, and the other New York weeklies so abundantly display.

Heywood Sumner, the well-known decorative artist, stumped the country a month or two ago, inveighing against the advertiser and all his ways. Perhaps the artistic shortcomings of the announcements in our papers may have had something to do with provoking this onslaught. But from the standpoint of the advertising expert, I think our most grievous failing is, not in draughtsmanship and design, but in literary inventiveness. Smart, witty and thought-arresting head-lines, catch-words, and terse, concentrated descriptions are what we lack. We draw just as well as you—sometimes better—but we can't write as well. This is partly because much of our advertising is practically amateur work. I do not think any British houses employ a specialist advertisement writer. The first advertiser of purely European goods who hires one will get rich.

I hope that another occasion may be afforded me to say something about country advertising and other features of the art on this side of the Atlantic, but the present sketch of the London press will perhaps give sufficient idea of its distinctive peculiarities, as compared with American achievements in the advertising field.

LONDON, April 18, 1891.

A WORD FOR THE OTHER SIDE.

By S. W. Hoke.

It has become the creed of newspapers everywhere to damn all forms of advertising that do not bring a direct revenue to the newspaper. Signs on prominent walls, on railroad fences and in their depots, posters, street car advertising—all are beneath the dignity of a respectable business man; and what is more to the point, nothing but the newspaper pays.

All of which is very undignified on the part of the newspaper, the other side having no medium through which to answer. As a result of this reiteration and lack of answer of any kind many advertisers have come to believe faithfully in these statements, and one who presents to their notice any other medium is frequently looked upon as a schemer and given scant courtesy.

Even the experienced advertiser, Artemas Ward, in a recent issue of *PRINTERS' INK*, states that all advertisers cease using anything but newspapers after a year's trial of other mediums. And this in face of the fact that theatrical bill-boards are growing larger and more numerous every year, and the posters finer and more expensive, and that wall and bulletin-board advertising were never so popular as to-day.

Some years ago the manager of Miss Minnie Palmer determined to reform theatrical advertising by abolishing all bill-boards and window lithographs. The newspapers were full of their praises of his innovation, and for a time the free advertising given him and his star served his purpose very well.

But bill-boards and lithos still flourish, and Minnie Palmer—where is she? Last week I saw some most beautiful photos of Annie Lewis, her successor next season in "My Sweetheart," being made at Morrison's, the first ones of which were to be sent when finished to a lithographer as copy for window and bill-board lithos.

Mr. Ward says that suburban passengers are usually absorbed in their morning papers, instead of intently scanning the signs outside the car windows. Therefore those signs are never read. But did Mr. Ward ever see a man reading an advertisement in a newspaper? I have, but it was in a crowd of situation seekers around the door of a "want ad." medium.

Fence or wall signs will not usually bring mail orders; but if a proprietary article be for sale at all stores, or if a demand is to be created, or if a man's name and his business are to be connected and impressed upon the public, signs are good and cheap mediums. The advertisement,

GO TO
MORRISON'S HAYMARKET
THEATRE
FOR THE
BEST PHOTOGRAPHS.

carries as much force on a wall or bulletin-board as the same advertisement in a newspaper, and it will average more readers to the thousand passers-by than the advertisement in the newspaper will to the thousand circulation.

Railway depot advertising is very effective in bringing mail orders. In small towns many of the villagers congregate about train time to meet expected friends or to see the arrivals, and to gossip with the neighbors. At junction points many transfer passengers sit for hours awaiting a train, and they read everything in sight. I know, however, of only two railway lines in the United States that have leased their depot privileges, so it is hardly worth while to discuss the merits of station advertising.

Railway fence advertising is good if there be a sufficient number of trains and passengers. Signs opposite stations are good if the stations have any patronage; they are seen by the users of that station, while the passengers aboard trains have a little curiosity at stopping points, if not elsewhere.

Sign and depot advertising have been used without judgment, and of course without results. So have newspapers. An advertiser told me that some months ago he had placed a card 6x16 inches in a chart, and that 10,000 copies of it had been placed in as many railway stations throughout the Northwest, with no returns. I asked if he had seen any evidence that even ten of the 10,000 charts had been placed as agreed, and he hadn't; but he knew they had been because he saw the railway official's letter authorizing the solicitor to place them. When I suggested that a postal from each station agent, showing that the chart was up, would have been more convincing, he cut me off with the remark that he had no time to further discuss the matter. He will never believe in sign or depot advertising.

In Chicago many of the largest real estate dealers pronounce signs cheaper and more effective than newspapers. Some leading shoe dealers and the leading confectioner here say that since cutting their newspaper expenditures in half and putting the other half in signs and other mediums their business has materially increased. Blackwell's Durham tobacco is using larger walls than ever before. The leading fur dealers are leasing privileges on the boulevards and building beautiful pictorial advertisements, and the installment clothing dealers are going to the other sections with their signs. Ayer's Sarsaparilla has a sign over nearly every bill-board in the country, with a blank space in center, where a new litho is posted every fortnight. Col-

umbia bicycles make themselves known from hundreds of side walls, and type-writer makers have their advertisements in hundreds of railway depots. Retailers of dry goods vie with the theatres on bill-boards and opticians inform us that "sight is priceless" from side walls. And all of these who have means of tracing results are loud in their praises of signs.

But they place them judiciously.

STRAY SHOTS.

By Artemas Ward.

Dissatisfied men form half the army of life. They file before me every day. One says, "I am not satisfied with the advertising business; I think I was born for better things; but I must remain in it until I can get something better." Another says, "For twenty years I toiled at work which was distasteful to me; now I feel exactly in my element—the advertising business is good enough for me." When a man thinks that he is above the business which he is doing, he had better get out of it, whether it is advertising or anything else.

Let your business be above you—not below you. If you imagine you are raising it up to your own level, you are simply pulling something out of the mud. If you realize that it is above you, and that you must climb towards it, you are ascending to the skies.

The work of the advertising solicitor is indeed a noble one; he is a hunter, and of the noblest game. He is a fisher—and a fisher for men. Ah! friends, it is a delicate fishing—fly-fishing for trout. The fly must be cast with tact and skill, for the game fish is ever timorous and quick. You must know by instinct when you have hooked him; and if flushed by the consciousness of success you make a desperate effort to land him at once, you have made a fatal error—pole, string, hook and fish are gone in an instant. Give your fish a chance. If he chooses to leave the subject in hand and take a run down stream, let him go—but do not let him go all the afternoon; gently turn him towards the subject again. Bring him nearer to the point where you would have him. If your hook is in his mouth, and you are wise enough to know it, a little gentle treatment

will bring him to the shallows, and the contract will be yours.

Study human nature! Its two strongest influences are the sorrows of the past and the hope of the future. Yours is the latter course. A beggar-woman, whom I frequently met in Philadelphia, had but one formula; on entering an office she turned her eyes up and said sadly: "Every heart knows its own sorrows"—it raised a laugh—"Every heart knows its own sorrows," she said more pathetically than before. Each looked at the other and smiled—"Every heart knows its own sorrows," said the old woman again, and by that time half the company had come to the conclusion that they had personal sorrows of their own, and a touch of human nature had brought the dimes into the extended hand. The solicitor of advertising should touch the chord of hope with similar confidence and with similar persistence. Dyspepsia, blueness, bad weather, dull times and the general misery of mankind are not topics likely to inspire the listener to enter into a new enterprise.

REMINISCENCES.

By T. L. Chadwick.

It seems really strange to me now that not longer than twenty years ago (and it is astonishing, by the way, how short those twenty years have been) it was the rule to which no exception was known for the advertising agent to furnish his customer with an estimate upon a general list of papers, giving against each paper a price to cover the required service, and then to enter into a written agreement to place the advertising in every one of the papers, and charge his customer the exact total of the estimate figures! Since upon a list of ten country weeklies having equal circulation and value it is likely that the publisher of one of them will want five times as much as some of the others; or that five will accept a fair price, while the other five will require an excessive one, the agent was all at sea as to how such a "contract" would result, and to be reasonably safe it became necessary for him to so make his figures as to in all probability cover the exorbitant demands which would surely be exacted in more or less cases.

In placing such a contract it did not follow that the agent would pay each

paper the price named against it in the estimate. It was as if he had agreed to do the work for a "lump sum." So his first step was to "cut the estimate prices" as much as in his judgment seemed best, and then when such prices were not accepted urge the plea that "he had agreed to insert the advertising and any further increase in price would be a dead loss to him. Please protect me this time and I will be more liberal in future." A paper to which he had figured in his estimate to pay \$50 might accept \$25, and another \$50 paper might compel him to pay \$80. But generally these contracts resulted in a larger profit to the agent than he ever receives under the present system.

My first experience with a large contract in those days was one which came to our firm in 1867 from Messrs. P. H. Drake & Co. for advertising "Plantation Bitters." The papers numbered 1,026 and were in all parts of the country. The total of our estimate, over which we had spent many hours, was \$43,776.26, and it was for this amount that we signed a written agreement to insert in "every paper one year." The usual course was pursued; low offers were first made; then, if necessary, an increased price, and then, perhaps, a second one. The work went on fairly well. At the end of a month fully eighty-five per cent of the whole number had been secured. Replies from the remainder were of such a nature as to indicate that it would be impossible to trade with them at anything like a fair price. A list of these was made out, the approximate circulation of each given, together with the price "estimated" and the price "demanded."

This list was shown to Mr. Drake. He was told that we would trade with every one of them at the price demanded, as we had agreed to do, if he said so, but that they were worth no more than the other papers of the same grade which had accepted at much less average price, and to pay them so much more was unfair. He saw the point, instructed us in language somewhat forcible to erase every one of the papers from his order, write their publishers that he made a mistake in offering them as much as he had done, was very glad they had not accepted, and that he should have no further use for them!

This opened our eyes to the absurdity of placing ourselves so completely in the power of publishers. It was evident that we could best serve our cus-

tomers by adopting a different course, and from this experience as the germ has come the now universal custom of never *guaranteeing* acceptance by publishers of estimate prices. For years we have done business in no other way. Some of the advantages to an advertiser from the present plan are illustrated in the following statement, which appeared in *Bradstreet's*, April 3, 1886:

A CASE IN POINT.

A Customer's View.—Being acquainted with a firm here which was placing a large line of advertising with —, I dropped in to ask one of the partners his view of the service performed by them. He spoke very kindly of the firm, and said that their experience was all that could be desired. "They recently made an estimate for us to place our advertisement in a large number of high-priced papers which we had selected. Their estimate footed up \$16,000. After going carefully over their figures, we asked them if they would accept \$18,000 and *guarantee insertions* in all the papers specified. They replied, 'No! We own no papers, and we never sell what we have not bought.' We then offered them \$20,000 to give us their guarantee of the acceptance of the advertisement by all of the papers. They still declined on principle, but assured us that the whole would not cost the sum we were willing to pay. Their chief reason was that to promise every paper would make it tolerably certain that some would exact and receive a price in excess of their value merely on account of their arbitrary demands. We had known from experience that we could not do better any way than to place the order in their hands. They sent it out in their own way, and for \$14,000 secured rather more than seven-eighths of the circulation represented by the list, and brought to us a pile of neatly-arranged letters, from all the remaining papers, showing that these could be had for \$4,040. We looked into the matter, and concluded to reject all of these, for we were convinced that the prices, as —'s people had told us in the beginning, would be too great for the merits of the papers, for our particular use. We can frankly say to you, as we said to —, that we feel in declining our offer of \$20,000 they saved us fully \$3,000."

UNCERTAINTY IN ADVERTISING.

Don't advertise in a half-hearted, listless manner; word your advertisement and run it as though you were determined to reap good results.

Don't go into a medium doubting its efficiency, but make up your mind before using it that it is well calculated to serve you, otherwise don't use it at all.

If anything in the world is worth one doing well, advertising is that thing. Doubt and uncertainty as to results should never accompany an order for advertising.

A thorough knowledge of just what one is driving at in this line of business is indispensable; without that there can be no faith or hope in the outcome.

W. W. HALLOCK.

Correspondence.

IT WAS UNINTENTIONAL.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA, May 4, 1891.

Editor of PRINTERS' INK:

Our attention is called to the complaint made against us in your April 29th issue by one H. L. Cramer, General Manager, etc.

"Honesty" compels us to say that this is only another illustration of how accidents will sometimes happen. We did not intend to hit him.

N. W. AYER & SON.

MR. MARLOW REPLIES.

WASHINGTON, D. C., April 23, 1891.

Editor of PRINTERS' INK:

In PRINTERS' INK of April 1 I stated in substance that the circulation oath was without legal force or effect, and was therefore capable of being used for deceptive purposes by unscrupulous publishers, free from fear of the law. At the same time I admitted that for publishers who wished to swear as a safeguard against their own natural weakness, or for advertisers who valued the moral force of an extra-judicial oath, the circulation oath possibly had its innocent uses.

In PRINTERS' INK of April 15 "the advertiser for the largest retail house in the South" expresses the opinion that I am "manifestly a voluntary—though not a logical—champion of a class of publishers who personify a most inconsistent injury to their dignity when asked to tell the truth about the matter of the circulation their papers have."

I am unable either to admit or deny this impeachment. I am not aware that I have ever seen a newspaper publisher in the whole course of my life. If I should happen to meet a specimen of that class "who personify a most inconsistent injury," I doubt my ability to recognize or realize him unless he happened to be properly labeled.

Mr. Lewis truly and reverently says: "To deprecate the value of an oath is to insult that which is sacred in life." Yet, so far as I am able to gather meaning from his language, he favors the exaction of a circulation oath from a publisher with whom he bargains for advertising space, although, as he says, "a good buyer is not supposed to rely upon the statements (sworn or otherwise) of the maker or owner of the goods he is buying." It strikes me that Mr. Lewis is in imminent danger of finding himself among those who "deprecate the value of an oath" and so "insult that which is sacred in life."

In PRINTERS' INK of April 22 the manager of the Cleveland *World* lays down the propositions: First, that a publisher should not refuse to swear to his circulation when requested; secondly, that he should not belittle the circulation oath of another publisher; thirdly, that although a circulation affidavit is without legal character or operation, it is nevertheless "solemn" and "effective," and, fourthly, that unwillingness in a publisher to swear upon demand is an evidence of weakness.

Unfamiliar as I am with either the intellectual or moral constitution of newspaper publishers, I can only offer such comments upon these propositions as might occur to any layman. Therefore, I merely presume to say that I have always supposed that it was un-

iversally regarded as insulting to a person to ask him to back up his word by an oath, in cases where the law of the land does not require that particular kind of verification; and that so far as "weakness" is concerned, it would be found in a man who should be willing to submit his word of honor to a test reserved by the law for special instances.

It seems to me that the logical tendency of the circulation oath is to set newspaper publishers apart from the rest of the community; to subject them, in their ordinary affairs, to the humiliating conditions in respect of the credence to be given to their statements of fact, and to degrade the sanctity of the oath.

FRANK B. MARLOW,
Notary Public.

AN OLD MAGAZINE ADVERTISEMENT.

THE PHOTOGRAPHIC HERALD,
Charles H. Loeber, Publisher,
NEW YORK, April 27, 1891.

Editor of PRINTERS' INK:

In an article on "Magazine Advertising," by Mr. J. F. Place, in your bright little paper, PRINTERS' INK, I notice the statement that "*Harper's Magazine* took no advertising except an occasional newspaper announcement," until about the year 1880. I inclose you a scrap cut from *Harper's Magazine*. I can not tell you the exact date of its publication, but I know it was printed prior to 1873, because I took this cutting from a scrap-book which I commenced in that year:

A PROCLAMATION.

AND it came to pass in the reign of Abraham, whose surname was Lincoln, in the eighty-and-sixth year of the Independence of the States of America, that a mighty rebellion arose in that land.

And Abraham said unto Simon from the Keystone State: "Be thou my armor-bearer."

And Simon did as he was commanded, and marshaled immense hosts of young and valiant warriors from the East—even from the Kennebec: from across the great river Mississippi, and from beyond the Rocky Mountains; from every State called he some; and, being the kind whose hair curled not a little, they said: "Those who have risen against us are cowards, and when they behold our banners they will surely run;" but they didn't. And it came to pass, these two mighty armies went forth to fight on the plains of Manassas. And Simon's men, though valiant and brave, were smote hip and thigh, even so much that they hurried brilliantly back to lean on Abraham's bosom. And many were slain, but more were wounded. Then there was great commotion throughout the land, and Abraham called aloud upon the wise men and men of skill to save the sick and give new strength unto the wounded. And lo! there arose in the North one Drake, cunning in medicine but of exceeding modesty. And when Abraham and the people beheld the wonderful cures which were wrought by Drake, Abraham said: "My children must not suffer: give me thy drink to drink, and I will give it a name." And so Abraham drank, and said there was nothing like it, not even in Sangamon County, and that it was bitter to the lips, but good for the stomach; and, because these were bitter times in fighting the masters of the plantations, it shall forevermore be called Plantation Bitters; and so it has been. And the wonderful work which it has performed is witnessed at this day in every town, parish, village and hamlet, where the habits of civilization produce dyspepsia, where war creates accidents, and where climate or exposure destroys strength and appetite. And he said: "Let it be proclaimed throughout the length and breadth of the land, from the valleys and mountain-tops, that all who suffer from fevers, dyspepsia, weakness, loss of appetite,

nervous headache, and mental despondency, will find relief through the Plantation Bitters. They add tone to the stomach and brilliancy to the mind, of which I, O People! am a living example." And Drake did as he was commanded, and got him a place in the great city of New York, and as many as came in unto him were healed, and went on their way rejoicing.

It looks very much to me as if Mr. Place has been a little "too previous," and it proves, moreover, that ingenious advertising dates back further than some of us suspect.

CHAS. H. LOEBER.

ADVERTISING IN "HARPER'S MAGAZINE."

ROCHESTER LAMP CO., }
NEW YORK, April 29, 1891. }

Editor of PRINTERS' INK:

Your correspondent, "Old Timer," takes some exceptions to my statements on magazine advertising. I was aware of the fact that *Harper's Magazine* carried some advertising prior to 1870, and so stated. I also knew the publishers afterwards declined to insert advertisements. These details I hardly thought necessary to give, but considered it sufficient to say that it was not till 1882 that the magazine opened its pages to the general advertiser. It was then it became recognized as an advertising medium.

If "Old Timer" will read my article again, and carefully, he will see that I did not say that \$1,250 (for the Brunswick advertisement) was the "biggest money" paid for one insertion of an advertisement. I did say the Brunswick "boom" (five pages) was the *largest* single advertisement which ever appeared in one single issue of the magazine, which, I am assured, is quite true.

J. F. PLACE.

INTERESTING FIGURES.

THE INDIANAPOLIS NEWS, }
INDIANAPOLIS, Ind., May 4, 1891. }

Editor of PRINTERS' INK:

There is much thought-food in the tabulated list of newspapers brought out in a late issue of PRINTERS' INK, giving the paper of largest circulation in each State and opposite its name the cost of a five-inch advertisement for one year, reduced to show the price for each thousand of circulation. It will furnish amusement to note the different standpoints from which this table will be viewed. The advertiser will regard it with a cold, calculating business gaze. He will be willing, perhaps, to concede the difference of value per copy for advertising purposes, but hardly that latitude of difference which the table shows. Publishers will mainly divide into two classes in their analysis of the table. One class will exploit the low price which they grant per thousand of circulation. The other will say, "Behold the large price we are able to command," thus endeavoring to make a virtue of that which, of all things, they most lament and would mend, to wit: their small circulation.

A slight inequality falls out of the table, to the *Indianapolis News*: That, whereas, the circulation figures in the Directory, dated back nearly two years, the advertising rate quoted is from a recent schedule based upon over 26,500 sworn circulation (average for last quarter). The equitable difference would reduce the price per thousand as quoted for the *News* about one-fifth.

W. J. RICHARDS, Business Manager.

"MODERN METHODS."

The Indian Brave longs for the good old times when hunting was easy; and in

The Ghost Dance

he thinks he sees the signs of their return. Of course he is doomed to

Disappointment

But so likewise is the Business Man who sighs for the days when trade came unasked: and thus spends his time in

Hugging a Phantom

instead of meeting modern competition with modern methods.

Hunting is better than Dancing, for Indians.
Advertising is better than Waiting, for Business Men.

If interested in the When? What? Where? and How? of Advertising, consult

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

—From PRINTERS' INK of January 7th.

PROPOSES "THE GHOST DANCE."

PHILADELPHIA, Feb. 14, 1891.

Pubs. Am. Farm News, Akron, Ohio.

DEAR SIR—We take the liberty of handing you herewith copy of a little 4-line advt. for but a single insertion in your Weekly, and, as it is such a small affair, we assume to ask that you kindly insert and make no charge for same, as by so doing you will save us the trouble and annoyance of making an entry on our books for so small an affair.

Assuring you that any courtesy extended us in this connection will be thoroughly appreciated, and asking that you kindly drop us a line stating in what issue we may look for same, we beg to remain very truly yours,

N. W. AYER & SON.

Dictated by W. L. D.

THE "PHANTOM" ADVERTISEMENT.

WANTED good reliable agents everywhere for the National Capital Savings and Loan Society. Liberal commission; money loaned in every State. 921 to 925 Chestnut St., Philadelphia, Pa.

"DISAPPOINTMENT."

AKRON, Ohio, Feb. 18, 1891.

N. W. Ayer & Son, Philadelphia, Pa.

GENTLEMEN—Responding to yours of the 14th, enclosing copy of your four-line advertisement, which you desire inserted free of charge, because it will save you the "trouble and annoyance" of making an entry on your books, permit us to say it is a singular proposition. If the advertisement was for your own business we would most cheerfully accommodate you, but as it is for one of your patrons, we cannot see why we should insert it without charge. We presume they pay you, and if you did not want to make a charge on your books, you might have forwarded a check in advance, which would have saved book entries. Our charge on this four-line advertisement would be \$1.20. Saving this amount on a thousand papers would pay the salary of a bookkeeper for an entire year.

Such a proposition coming from a firm of your standing, we cannot but believe is anything but a joke.

Respectfully yours,

"AMERICAN FARM NEWS."

SECOND PRIZE NOTICE.

It has been decided that the notice appearing in the Brooklyn *Standard-Union* for April 11 ranks next in merit to the one written by Mr. Allen and it has accordingly been awarded second prize. As this notice was written by S. M. Pettengill shortly before his death, check for \$100 has been sent to the *Standard-Union* with instructions to pay it to his legal representative. Below is the notice.

A JOURNAL FOR ADVERTISERS.

PRINTERS' INK. Geo. P. Rowell & Co., New York, publishers. Issued weekly. Subscription \$2.00 per year. (32 pp.—p. 7x3¼.)

This is no ordinary newspaper enterprise, but it is a journalistic specialty of high character and aim, and of great value to business men. It has a field of its own, which its publishers, being ambitious to excel, are successfully cultivating with decided ability and tact. For a newspaper, its size and compact form are original and convenient. It is a model worthy of imitation, and we look for the adoption of this or a similarly handy form for the coming newspaper of the twentieth century. May it not be, in the above respects, the realization of the progressive journalist's dream? It is handsomely printed with new type, on good paper, and contains capital illustrations, unique and ingenious designs, and novelties for attractive advertisements.

PRINTERS' INK is carefully edited by men who have devoted years to the study and practice of advertising, who have noted the practical value of different mediums. They seem to have discovered the subtle laws of magnetic attraction as applicable to advertising, and are using their knowledge in the preparation of bright and attractive advertisements. There is nothing mean about them. When they have found out a secret, or anything new and valuable in their line of business, they at once publish it, taking all the world into their confidence. Frequent articles from experts appear in it which may be of more value to business men than many times the subscription price.

The advertising department is an interesting part of the paper, where publishers, advertising experts, prize advertisement writers and rival agents pay large prices, vying with each other in publishing ingenious and striking announcements, exhibiting their skill and ability, and offering large prizes for the best advertisements in their special business. With an unprecedented liberality, the publishers have sold the best positions in their advertising columns to rival advertising agents, who make statements weekly of what they can do, holding out inducements for customers, and even questioning facts stated in the editorial columns. The publishers act on the belief that every well-made tub can stand on its own bottom, and that discussion and examination of facts cannot injure, but will benefit them. The advertisements are an interesting study, giving many valuable hints and suggestions for attracting public attention and securing trade. Its large circulation is growing like a rolling snowball. Many advertisers who have used its columns have been surprised and delighted at the large returns they have received.

PRINTERS' INK is a recognized authority

with advertisers, publishers and advertising agents, and it is a medium for communication between them. It is a perfect gem of a journal. No advertiser can afford to be without it, and no sharp, shrewd and enterprising one will be. The paper is up to the times, and fairly sparkles with new ideas as diamonds do with light. It is as full of good things as an egg is of meat. The bound volumes are handy for reference and desirable for business libraries.

Geo. P. Rowell & Co., the publishers, are the well-known, reliable and wide-awake newspaper advertising agents, who have been engaged twenty-five years in their business and have gained for themselves an enviable reputation. At a bargain for their customers they are as sharp and as keen as a Phoenix razor. They are unexcelled in the preparation of successful advertisements and securing their insertion for their clients in the best mediums and positions. Their advertising orders are as good as gold in hand to publishers, and as safe and secure as United States Treasury notes. They have an efficient corps of assistants who have been trained to the business and have a thorough knowledge of the wants of advertisers. They are continually examining and recording insertions or omissions of advertisements, and thus they are enabled, knowing exactly what has been published, to secure the fulfillment of their contracts. They regularly receive and file substantially all the newspapers published in the United States and Canada, and can show advertisers full and complete vouchers for the bills they render. When any of their orders has been completed, the publisher can as certainly count on the cash as if it was on deposit in bank. Their payments are as prompt and as sure as a Winchester rifle, and in their dealings they are as square and true as a Philadelphia brick.

When asked the secret that enables them to make their journal so valuable and interesting, the publishers of PRINTERS' INK may reply, as an eminent painter did, when questioned as to what he mixed with his paints that gave his pictures their fine tone and color—"Brains, sir, brains!"

FOR SALE.

Advertisements under this head 50 cents a line

MINIATURE DYNAMOS for premiums, EMPIRE PUB. CO., 66 Duane St., N. Y.

ADVERTISING SPACE in Daily and Weekly Gazette, Springfield, O. Good results.

4 QUARTERS OF FINE VALLEY LAND for sale cheap. Terms easy. J. A. SMITH, Wahoo, Neb.

FOR SALE—Three-revolution Hoe Newspaper Press, 7 col. quarto. Address THE COURIER CO., Evansville, Indiana.

IF YOU WILL INVEST in Paying Pamphlet and Commercial Printing Plant (worth \$3,900), established eight years, in good field for enlarging and prospering, write BOX 961, Topeka, Kansas.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F." care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

WANTS.

Advertisements under this head 50 cents a line

I WANT NOVELTIES and quick selling articles to handle through the mails. J. C. GRASON, Council Bluffs, Iowa.

WANTED A TRADE MARK. Will give \$25 for best design. For particulars address Dr. G. C. KILGORE, Belfast, Maine.

EXPERT Advertising Solicitor, large acquaintance, wants a New York Daily or Weekly to represent. Address "V. D.," PRINTERS' INK.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

WANTED—by one of the prominent advertising agencies of the country—a young man who has had experience in placing advertisements in newspapers. Address "PROMINENT," care PRINTERS' INK.

WANTED—A competent man to take full charge of the business of an established weekly newspaper. Energy, industry and experience required. Address, with reference, age and salary expected, "BUTLER," PRINTERS' INK.

TO a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1353, Denver, Colo.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

AGENTS' GUIDE.

20TH CENTURY.

ALLEN'S LISTS ARE strong.

FARMERS' CALL. Quincy, Ill.

THE WESTERN WORLD, illustrated.

LEVEY'S INKS are the best. New York.

POPULAR EDUCATOR, Boston, for teachers.

THE GOLDEN RULE—see statements following.

AGENTS' HERALD, Phila., Pa. 13th year, 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

BRIGHT, clean and reliable is the SAN FRANCISCO BULLETIN.

YOU like money. So do we. Try the LOUISVILLE COMMERCIAL.

10.400 PER DAY. DAILY EVENING ITEM. Lynn, Mass.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

AGENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

HOMES-SEEKERS all see THE WESTERN WORLD, published at Chicago.

SAN FRANCISCO WEEKLY CALL and **S BULLETIN** cover the Pacific Coast.

LARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

PROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

MARSHALL (Texas) MESSENGER. D. & W. Oldest and best paper in county.

MOST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

THE ADVERTISERS' GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

HIGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

I CAN REACH 50,000 HOMES by circular, cheap. Write me. C. D. CLAPP, Toledo, O.

SPRINGFIELD (O.) Daily and Weekly Gazette. The People's Paper. Most "Wants"

Special rates for School and Summer resort advts. Daily Democrat, Sherman, Texas.

55.063 D.: 57,742 S.: 22,846 W.; circulation SAN FRANCISCO CALL.

PATENTS for inventors; 40 page book free. W. T. FITZGERALD, 860 F St., Washington, D. C.

GIRLS of Crawfordsville, Ind., have none but Public Schools. Advertise in THE JOURNAL.

DAILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

THE WORLD'S FAIR and everything of interest connected with it is found in the columns of THE WESTERN WORLD.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

TYPE WRITTEN LETTERS reproduced by a new process. Exact imitations. Send for samples. ALBERT B. KING, 89 William St., N. Y.

YOU can run a local illustrated paper at a PROFIT. Will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

THE SIOUX CITY JOURNAL—only paper in Iowa published seven days a week. It has the largest daily circulation of any paper published in the State.

FINE PRINTING of all kinds. SCHOOL WORK receives special attention. Send for testimonials. Established 1850. THOS. P. NICHOLS, Lynn, Mass.

BANGOR NEWS—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other morning daily in Maine.

BIRMINGHAM AGE-HERALD—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Alabama.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

EDITORS' SUBSCRIPTION ACCT BOOK. Only perfect method for subscription accounts. 5 years' record. New System. Sample free. O. KLING, Denver, Colo.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

SAVANNAH, GA., OLD HOMESTEAD.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other monthly in the South.

THE ARKANSAS METHODIST, Little Rock, Ark., has a sworn circulation fifty per cent larger than any other paper, religious or political, in the State. Rates reasonable.

\$1.50 PAYS for the KNIGHT'S JOURNAL (Monthly), and a complete set of either Dickens or Waverley Novels. T. J. SMITH & CO., Publishers, Cincinnati, O.

LOWELL NEWS.—According to the American Newspaper Directory for 1891 this paper has a larger circulation than any other daily in Massachusetts, excepting the Boston papers.

JANUARY, April, July and October THE WESTERN WORLD covers the entire country. Seen by more farmers than any other paper. All aboard, if you want to reach them.

EMBOSSED CATALOG COVERS and Office Stationery, etc., our specialty. Send for sketch and estimates. GRIFFITH, AXTELL & CADY CO., Designers and Embossers, Holyoke, Mass.

COLUMBUS, Ohio.—**THE OHIO STATE JOURNAL.** Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

CHRISTIAN OBSERVER, the organ of the Presbyterian Church, published at Louisville, covers the entire South thoroughly and has the largest circulation of any religious newspaper in Kentucky.

THE WEEKLY WITNESS, New York City, is one of the 48 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

SCHOOLS ADVERTISED IN THE DAILY CHRONICLE AND NEWS, Allentown, Pa., at one dollar an inch per month during July and August. Largest circulation in the richest region of Pennsylvania.

CHRISTIAN ADVOCATE, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

BIG 4.—The Daily Republic Times, The Weekly Republic, The Lutheran Evangelist, The Woman and Home. School Advertising Solicited. Address THE HOSMERMAN PUBLISHING CO., Springfield, Ohio.

HOME MAGAZINE, Washington, D. C., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

NATIONAL TRIBUNE, Washington, D. C., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

SUMMER RESORT and educational advertisements in the **TROY DAILY PRESS**, 6 cents per inch each insertion. The PRESS has the largest circulation in Troy, N. Y., and it is the leading family newspaper.

THE ST. LOUIS CHRISTIAN ADVOCATE. The organ of the Methodist Episcopal Church, South, has, according to the American Newspaper Directory for 1891, the largest circulation of any religious paper in Missouri.

WESTERN RECORDER, Louisville, Ky.—Circulation, 15,000. The leading Baptist paper of the South. Reaches the very best people in the South. Is particularly valuable as an advertising medium for Schools and Colleges.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

THE METROPOLITAN, New York City, is one of the 14 monthly publications to which the new edition of the American Newspaper Directory for 1891 accords its highest circulation rating, viz., exceeding 150,000 copies each issue.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE EVENING ITEM, Philadelphia, Pa., is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 for each issue and one of the four DAILY papers exceeding 150,000.

PEOPLE'S HOME JOURNAL, New York, is one of the 32 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 150,000 copies each issue.

THE LEXINGTON INTELLIGENCER is the oldest, most extensively circulated paper in Lafayette County, Mo. Its custom is gilt edged. Advertising rates reasonable. Circulation, 1,750 copies. Address INTELLIGENCER, Lexington, Mo.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

ST. LOUIS CRITIC.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. Twenty-four papers in Missouri have this rating, and the Critic is one of them.

ORCHARD AND GARDEN, Little Silver, N. J.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. This is the only paper in New Jersey having this rating.

ALBANY JOURNAL (Weekly).—The new edition of the American Newspaper Directory for 1891 names 19,373 papers. It accords a circulation rating of 57,500 copies to 23 papers in New York State, and the Albany Weekly Journal is one of them.

THE NEW YORK MORNING JOURNAL.—The new edition of the American Newspaper Directory for 1891 rates only ten newspapers in the United States as issuing more than 100,000 copies daily. The New York Morning Journal is one of them.

MUNYON'S MAGAZINE.—The new edition of the American Newspaper Directory for 1891 rates only 23 monthly publications as having a circulation exceeding 100,000 copies each issue. Munyon's Magazine, published at Philadelphia, Pa., is one of them.

CHICAGO UNION SIGNAL, weekly, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 75,000 copies each issue. The average issue during 1890 was 91,327.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 60,000 advertisers every week for a whole year for \$32; 3 lines will cost \$78; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

SAVANNAH, GA., OLD HOMESTEAD.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 333. Three papers in Georgia have this rating, and the Old Homestead is one of them.

BUFFALO DAILY TIMES.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 383. One hundred and ten papers in New York have this rating, and the Buffalo Daily Times is one of them.

THE COLUMBIA, the Catholic weekly published at Milwaukee and the official paper of the archdiocese of Milwaukee, has, according to the American Newspaper Directory for 1901, nearly double the circulation accorded to any other German Catholic paper in Wisconsin.

BALTIMORE DAILY MORNING HERALD.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 383. Two papers in Maryland have this rating, and the Daily Morning Herald is one of them.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK.** Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

THE MAIL AND EXPRESS (Daily).—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 383. One hundred and ten papers in New York have this rating, and the Mail and Express is one of them.

SPRINGFIELD REPUBLICAN (DAILY, SUNDAY, WEEKLY) has an exceptionally large circulation among the most intelligent and prosperous people in New England. The Weekly is also widely read at the West. A valuable medium for Schools. **THE REPUBLICAN,** Springfield, Mass.

K—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 383. Twenty-five papers in Massachusetts have this rating, and the Knights of Honor Reporter is one of them.

5—**THE BIG.**—W. Atlee Burpee, seedsman, of Philadelphia, shows by hard figures, which cannot be gainsaid, that the N. Y. Whites' Youth's Companion, Farm Journal, Farm and Fireside and Delineator constitute the advertisers' Big 5. Study these figures on pages 1922 and 1923 American Newspaper Directory.

THE TEACHER.—The new edition of the American Newspaper Directory names 19,373 papers, but accords a circulation rating of more than 25,000 copies to only 383. One hundred and ten papers in New York have this rating, and The Teacher, with its guaranteed circulation of over 50,000, is one of them.

THE EUPHULA (Alabama) WEEKLY TIMES AND NEWS claims to have had for two years past a larger circulation than any paper printed in Alabama, religious or secular. **THE DAILY TIMES AND NEWS** only daily in East Alabama, published in a thriving town of 6,000 people and a county of over 40,000.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to **GEO. P. ROWELL & CO.,** Publishers, 10 Spruce St., New York.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 10 cents a line each issue for two lines or more.

THERE IS NO BETTER EVIDENCE of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the **HARTFORD TIMES** stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

THE GOLDEN RULE CO., 50 Bromfield St., Boston. Gentlemen: The directors of the Lay College at Crescent Beach, Revere, Mass., find that fully one-half of the applicants for admission are readers of **THE GOLDEN RULE.** The president, therefore, wishes to express his appreciation of the paper as an advertising medium. Yours very truly, **J. F. BIXBY, D.D.**

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY,** Birmingham, Alabama.

THE GOLDEN RULE is a strong evangelical religious weekly, published at Boston, and has, according to the American Newspaper Directory for 1901, the largest circulation of any religious paper in New England. Advertisers who use its columns regularly say it is a "payer." They ought to know. For rates, address **F. T. BURDETT, Adv. Mgr., GOLDEN RULE COMPANY,** Boston, Mass.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to **GEO. P. ROWELL & CO.,** Publishers, 10 Spruce St., New York.

THE GOLDEN RULE, weekly, Boston, Mass., is one of the 161 newspapers to which the new edition of the American Newspaper Directory for 1901 accords a regular circulation of more than 50,000 copies each issue. Schools, colleges and all educational institutions find this paper a most valuable medium for reaching the best families of the country. The "Educational Directory" is a new feature and an important one. For sample copy and educational discounts, address **F. T. BURDETT, Advertising Manager,** 50 Bromfield St., Boston.

THE MUNYON'S MAGAZINE.—According to the latest issue of the American Newspaper Directory, which appeared in April, 1901, the total issue of all the American newspapers for a single edition exceeds forty-eight million copies. The Directory gives the names of seventy publications that print more than 100,000 copies each issue. Consequently, these seventy actually print more than one-sixth of the total output of all of the 19,373 newspapers in the United States and Canada. The Munyon's Magazine, a monthly, published in Philadelphia, is one of the seventy publications referred to. Advertisers will do well to bear this fact in mind.

CHICAGO SUNDAY HERALD.—According to the latest issue of the American Newspaper Directory, which appeared in April, 1901, the total issue of all the American newspapers for a single edition exceeds forty-eight million copies. The Directory gives the names of one hundred and one publications that print more than 25,000 copies each issue. Consequently, these one hundred and one actually print more than one-fifth of the total output of all of the 19,373 newspapers in the United States and Canada. The Chicago Sunday Herald, published in Chicago, Ill., is one of the one hundred and one publications referred to. Advertisers will do well to bear this fact in mind.



School Managers



Ought to advertise in the newspapers. We give particular attention to the advertising of Schools and Colleges. Long experience has secured us every facility for doing this class of work expeditiously and well. By using our agency, the school manager is relieved of details and expends his money to the best advantage.

See opposite page.

Address

GEO. P. ROWELL & CO.
NEWSPAPER ADVERTISING BUREAU,
10 SPRUCE ST., NEW YORK.

A PLAN OF ADVERTISING

— AND AN —

ESTIMATE OF THE COST.

When a man would advertise he often proceeds without a plan, and afterwards regrets that he did not consider in advance the form of his advertisement, the papers he would contract with and the cost.

No one undertakes to make use of all papers. Each seeks to avail himself of those which can do most good in proportion to the price.

The paper that is best for one purpose is often without much value for an advertisement of a different character. It is easy to see, therefore, how important it is that a right selection of papers shall be made for every expenditure in advertising.

We are thoroughly acquainted with the newspapers of the country, their character, circulation, influence and rates of charge.

For many years our office has been the source from which has emanated most of the information about newspaper circulations and values.

We undertake to prepare plans and estimates for the guidance of advertisers.

Our rates of charge for preparing plans and estimates for such a scheme of advertising as will be most likely to produce best effects are about as follows:

For a plan for expending \$100.00 or less, about ten dollars.

\$1,000.00 about seventy-five dollars.

\$5,000.00 about two hundred dollars.

\$10,000.00 about two hundred and fifty dollars.

\$50,000.00 about five hundred dollars.

\$100,000.00 about one thousand dollars.

In some cases where a very large proportion of low-priced papers are to be used, the cost of preparing a plan may exceed the prices here given.

On the other hand, when the advertisement is large and such as ought to appear in a comparatively small number of very high-priced papers, the cost of preparing the plan and estimate is nominal.

The advertiser who prepares his own advertisement and authorizes us to place it in accordance with instructions incurs no cost for an estimate.

For the expense of placing advertisements in the newspapers and watching the fulfilment of contracts we are paid by a commission allowed by the publishers.

GEO. P. ROWELL & CO.,

Newspaper Advertising Bureau,

10 Spruce St., New York.

PUBLISHERS OF "PRINTERS' INK."

A small expenditure in advertising is often contemplated by persons who have not a clear idea as to what publications should be taken or of the cost. They are, consequently, in danger of incurring a larger expenditure than the case will warrant. Such persons would do well to send a copy of the advertisement to us, (or furnish us with such information as will enable us to prepare it in proper form in our own office, together with a check for the amount to which it has been determined to limit the expenditure, and leave the selection of papers and the number of insertions in each paper to be determined by our experience and judgment. In that way the advertiser gets best service for the money he expends, he incurs no cost for an estimate, the work is properly done, and no time is lost in correspondence.

Old advertisers of well known responsibility often find it a good plan to specify to us the field to be covered and the amount of money to be expended, and authorize us to go ahead and procure the best service obtainable within the prescribed limits, without undertaking to furnish in advance any detailed particulars of exactly what is to be done.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 ".....	30 " "
1 year.....	40 " "

Advertisements may be changed weekly. The circulation of PRINTERS' INK since January 1, 1891, has been as follows:

January	7, copies printed.....	59,000
"	14, ".....	21,250
"	21, ".....	22,000
"	28, ".....	22,000
February	4, ".....	41,250
"	11, ".....	42,000
"	18, ".....	42,000
"	25, ".....	42,000
March	4, ".....	42,000
"	11, ".....	42,000
"	18, ".....	42,000
"	25, ".....	42,000
April	1, ".....	40,250
"	8, ".....	40,250
"	15, ".....	40,250
"	22, ".....	41,000
"	29, ".....	40,250
May	6, ".....	56,750

JOHN IRVING ROMEE, EDITOR.

NEW YORK, MAY 13, 1891.

THE late S. M. Pettengill, the oldest and best known advertising agent, was an admirer as well as a contributor to PRINTERS' INK. After our prize competition was announced he expressed the intention of writing as good a notice as he thought the paper deserved, the result appearing in the Brooklyn *Standard-Union* for April 11, 1891. As Mr. Pettengill had a most extensive and varied experience in the advertising business—and as the writing of this notice engaged his attention just previous to his death, it possesses an unusual interest. It is reprinted in full on another page.

THE Thomas County *Cat*, of Kansas, a weekly journal which has always figured in the lists of curiously named papers, has suspended publication. An unfeeling contemporary refers to the event by saying that the *Cat* has disappeared over the back fence.

A TEASPOONFUL of guano will stimulate the growth of a pansy growing in a tomato can, but it will not add perceptibly to the crop to be garnered from a ten-acre lot. Yet will any one dispute that it will, in fact, produce just as much result in the last case as in the first? The only difference is that on the large scale the result could not be taken note of. The fertilizer was not wasted, nevertheless. Moral—Don't assert of any advertising medium that it is good for nothing!

MISSIONARY work in the advertising line is going on merrily, even in the uttermost parts of the earth. A New South Wales paper, the *Narandera Argus*, prints on its envelopes the revised version of the "Psalm of Life," beginning with the lines:

Tell me not in mournful numbers
Advertising does not pay.

The *Argus* also modestly claims to be the "best, cheapest and most effective advertising medium," showing that in some respects at least the foreign newspapers are fully abreast of those published in this country.

ADVERTISING AN EDUCATIONAL INSTITUTION.

To-day the school that does not advertise is an exception. The most prosperous educational institutions are those which advertise regularly and judiciously, and the tendency is to advertise more extensively than ever.

Colleges like Harvard and Columbia advertise every year, and it is no longer considered a sacrifice of dignity to use such means for securing additional pupils. On the contrary, newspaper advertising extends the field of a school, and by bringing in a larger number of applications really operates to raise its standard. In fact, it is an accepted fact that an educational institution cannot long continue to secure outside pupils without advertising.

The ordinary mode of procedure for a school desiring to advertise is to apply to an advertising agency for assistance and suggestions. There is,

however, much that it is well for one to know before taking this step, and in this paper we shall try to embody some of this information.

It is sometimes said that the time to advertise is all the time; but most schools do not find it advantageous to advertise except during a certain season. This begins in May or, at the latest, some time in June. The college and school year begins now in the early part of September, but parents begin to debate the question a long while in advance.

Consequently, the advertisement should be on hand considerably in advance. Placing a child in a school is an important step, and parents do not decide such a matter under the spur of the moment. They want time to look thoroughly over announcements and catalogues, make inquiries among friends and compare the advantages of different institutions. Educational advertising is ordinarily continued up to or a little beyond the date of opening. Some schools which receive pupils at any time continue much longer, and might find it profitable to advertise until the beginning of the last term.

The papers to be used depend upon the characteristics of the school advertised. Yale, Columbia and Harvard draw their pupils from every State in the Union, and consequently they can afford to advertise throughout this territory. Schools drawing their pupils from a certain section would naturally confine their advertising to that section. Certain papers, known to all experienced agents, are recognized as being specially desirable for school advertising. The leading magazines have grown to be popular mediums of late years, and they make a special feature of educational advertising. They classify school advertisements in the front part of the magazine, and for schools seeking pupils throughout the country they are excellent mediums.

Other literary papers of elevated tone and with a high class of readers are also desirable. Dailies like the *New York Tribune* and *Evening Post*, religious periodicals such as the *Christian Advocate*, *Christian Union*, *Churchman*, *Congregationalist*, *Observer*, *Examiner*, *Independent*, *Evangelist*, *Sunday School Times* and many others are popular with school managers. As a rule, those papers are best adapted that make a special deduction for

school advertising. This ranges from ten to fifty per cent less than regular rates. If the magazines are to be used, it should be remembered that copy must be in their hands from four to six weeks in advance.

School managers, as a rule, don't want advice. But they would do well to consult an experienced agency in regard to the preparation of their advertisements, as well as the placing of them. Special display is not usually necessary, as papers classify such advertisements, thus giving them all the advantages of display. A well-constructed card, which will answer all purposes, can be gotten into a few lines.

The most attractive features of the institution should be presented briefly and intelligently, and the invitation to apply for further information should be made as strong as possible. Generally, this will be in the form of a catalogue or illustrated pamphlet. Make this as attractive and readable as possible. From this people will draw their conclusions of the character of the school.

What will it cost? The amount depends upon the number of pupils accommodated. Naturally, a school of only fifteen or twenty pupils will not require much advertising. But this little should be concentrated on the right class. As an example of the cost, it may be stated that the charge for a five-line card one year in the *New York Tribune*, exclusive of Sundays, would be \$150. For cuts and display extra charge is usually made.

It might not be altogether safe to vouch for the genuineness of the following advertisements, but they are reprinted here for what they are worth:

WANTED—A steady young man to look after a horse of the Methodist persuasion.

FOR SALE! A piano by a lady about to cross the channel in an oak case with carved legs.

TO LET! A cottage in Newport containing eight rooms, and an acre of ground.

LOST! A small lady's watch with a white face, also two ivory young ladies' work boxes, and a wallet belonging to a gentleman made of calf skin.

CONSUMPTIVES! Cough while you can; for after you have taken one bottle of my * you will never cough again.

WANTED—Women to sell on commission. FREEMAN & HUGGS' — Academy. Freeman teaches the boys and Huggs the girls.

HE BELIEVED WHAT HE WROTE.

ALLEN'S SPECIAL LIST,
ALLEN'S GIANT LIST,
AUGUSTA, Me., May 4, 1891.

George P. Rowell & Co.:

I have yours of April 30, to the effect that the first prize of five hundred dollars has been awarded to me, in accordance with your announcement of February 4, offering certain prizes for the best article descriptive of PRINTERS' INK, it having been decided that the notice written by myself, and appearing in several of my periodicals, is the best.

This is an occasion on which I ought to say something good and strong; but, between my surprise and, perhaps justifiable, gratification, I don't know what to say. I am like the orator who knows he isn't equal to the occasion, and whose knowledge of that fact certainly doesn't help him in the direction of brilliancy, nor in solid, substantial, convincing argument.

I consider it not only worthy distinction, but a great honor, to win as a writer, in such a competition, including the great field of American journalists.

Without at the present time considering the subject in any exhaustive manner, I will say that whatever merit is contained in the first prize article, it seems to me, were my simple statements of fact, impressed upon myself by my experience as an advertiser for many years, by a close study of the interests and methods, mistakes and successes of other advertisers for many years, and by my familiarity with that valuable jewel for advertisers, PRINTERS' INK.

I have carefully perused PRINTERS' INK, and with untiring interest, since its first issue. I have not only been interested, but I have found solid value and profit through some of its teachings.

E. C. ALLEN.

THINKS IT IS BEYOND QUESTION.

CHICAGO, Ill., May 4, 1891.

Editor of PRINTERS' INK:

You have devoted much space to "Which is Right?" and have succeeded in evolving quite a discussion of a subject which is not susceptible of argument.

The first insertion of any advertisement is of no practical value whatever except to the paper which prints it. The man doesn't live who can design an advertisement of an unknown article which will be productive of profit by a single insertion. One drop of water will not wear a hole in a stone sill, neither will a single advertisement no matter how largely diffused if simultaneously published, make an impression upon the public mind for profit to the advertiser, and profit is the sole object of advertising.

A few persons notice the first advertisement of a new article, and those few are the very ones the advertiser cares least to reach—those who have their own axes to grind, the other advertisers, the agents who solicit advertising, the paper which prints it and the one which wants to print it.

A "one-time" advertisement if adroitly designed and placed will conjure up an army of solicitors who will rain their importunities upon the devoted head of advertisers, but they will not leave much of their money with him, neither will anybody else. He must make his ante good before he may come into the game, and even then the chances are the public will make it cost him double to play.

The public dances to the music of the skillful advertiser, and he who dances pays the piper; but it is doubtful if the first blast from the trumpet of Gabriel will disturb him from the contemplation of his own devices, and the advertiser should not expect to excite him to terpsichorean antics by the salutatory uplifting of the baton.

A special line of advertising is like an unknown language—the people must become familiar with it before they can use it with any benefit to the advertiser, and for that very reason the successful, scientific, systematic advertiser is a rarity even in these days of multifarious advertising. There are thousands who pay out their money for advertising—those who get the best results of what they pay for may be counted by tens.

The phrase, "You press" (you know the rest) is a familiar one to the entire American public, but it was not made so by one insertion, and could never have made a niche for itself in the public mind except by unceasing repetition involving continued outlay on the part of its talented originator.

SETH CLEVERLY.

NOT AN INFALLIBLE TEST

EAGLE STAMP WORKS,
NEW HAVEN, CONN., April 27, 1891.

Editor of PRINTERS' INK:

A journal devoted to art in advertising has been publishing occasionally tables of cost and results of certain advertisements placed in the leading papers of the country.

These tables are very interesting to advertisers, but, in justice to the papers in the lists, the advertisement should be printed also, for often usually good mediums make a very poor showing, from the fact that their class of readers are not suited to the advertisement.

For instance, in a current advertisers' guide I notice an advertiser making the statement that he received less than \$3 in return for an expenditure of \$60, in a journal of 600,000 circulation. Why, I know of an inch advertisement placed in this paper (there are not many 600,000 papers) which has already brought in over two hundred dollars from one insertion on trial.

There are advertisements that pay handsomely in the Maine papers that would prove failures in the *Century*, *Harper's* or *Scribner's*, and vice versa. The advertiser must select his mediums to suit his advertisement, not for their large circulation alone. Therein lies the greater part of success in advertising. An advertisement, "How to Win at Cards," might pay in the *Sunday School Times*, but I would not advise it.

GEORGE A. HEUBISCH.

IT IS SO.

From Smith, Gray & Co's Monthly.

Speaking of successful advertising, we have often heard "So and So's" method of advertising criticised as being "stale and unprofitable;" and the critic is generally a man who couldn't write a passable business letter.

We should like to see an advertisement that was written by one of these self-constituted judges, and then we'd like to criticise it.

"Taking ads." are not "dashed off" while you are getting your boots shined; they are usually the product of careful thought and head-scratching; and the men who write them rarely criticise the methods of others,

EDUCATION IS BETTER WEALTH, THAN MORE POWERFUL THAN POWER;

it is the foundation of all that is good and great in mankind, and as Herbert Spencer says, "to prepare us for complete living is the function which education has to discharge."

It is a noble thing to disseminate knowledge and most praiseworthy to lend all possible aid in that direction.

The proprietors of Kellogg's Lists have, during the past twenty-five years, assisted in this good work by making a much lower price for the advertising of educational institutions than for any other line of business.

This year the educational department of these newspapers will open June 8, and continue during the summer months. Advertisements of from two to ten lines or more will be received for any number of weeks up to thirteen, at a specially low price for one or more of the following eight Lists:

Chicago List,	-	-	-	390	papers
St. Louis List,	-	-	-	380	"
Cleveland List,	-	-	-	195	"
Kansas City List,	-	-	-	250	"
Cincinnati List,	-	-	-	230	"
Memphis List,	-	-	-	200	"
St. Paul List,	-	-	-	125	"
Wichita List,	-	-	-	45	"
All 8 Lists,	-	-	-	1,815	"

These papers are strictly home or family publications, and are generally the best papers in their respective localities. There can be no better mediums for school and college advertising, and at the prices we shall make for that special class there certainly can be none cheaper.

The advertisements will be graded according to size, set with good display and run in prominent position under an appropriate heading.

Inquiries for estimates with copy should be sent in as soon as possible. Proofs and prices furnished free of charge, together with a complete Catalogue of Kellogg's Lists.

A. N. KELLOGG NEWSPAPER COMPANY,

368 & 370 DEARBORN ST., CHICAGO.

TRIBUNE BUILDING, NEW YORK.

BEATTY Organs \$35 up. Catalogue FREE
Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
CAPITAL FREE NEW YORK

WE DON'T LIE
ABOUT OUR CIRCULATION.

Over **16,000** persons read
The **BRIDGETON** (N. J.) NEWS daily.

All the Successes Use Signs
And they generally place them through us.
Sign advertising does pay. Try it. **THE R. J. GUNNING CO.**, 287 Dearborn St., Chicago.

THE INN AT HIGH POINT Elegant
New Hotel, elevation 1,967 feet. Highest in New Jersey. Grand scenery, no malaria, no mosquitoes, lake, boating, &c.
CHAS. ST. JOHN, JR., Port Jervis, N. Y.

30,000 Average Paid Circulation.
Proven by any test imposed.

L'Art de la Mode, Monthly, N. Y.
Yearly rate 20 cents Agate.
F. W. NOSTRAND, Adv. Mgr., Tribune Bldg.

PUCK.—The new edition of the American Newspaper Directory for 1891 rates only 21 weekly papers having a regular circulation exceeding 10,000 copies each issue. Puck, published at New York City, is one of them. Write for rates.

PREFERRED CANADIAN PAPERS.
The leading Newspapers in every Canadian city from the Atlantic to the Pacific, covering Canada completely from coast to coast. Represented by **ROY V. SOMERVILLE**, Special Agent for U. S. Adv'tg. 106 Times Building, New York.

SCHOOLS!

Principals of Colleges, Seminaries and Schools interested in increasing the number of their pupils, through the medium of newspaper advertising at a very moderate cost, in a very good list of home papers, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., N. Y.
ILLUSTRATED

ADVERTISEMENTS,

THE WHOLE THING COMPLETE,

Idea, Writing and Drawing. I make them for Pearlina, Dr. Pierce, Chicago Corset Co., and others.

F. CROSBY, 522 BROADWAY, N. Y.

Books

New Issues
every week
Catalogue
132 pages

free. Not sold by Dealers; prices too low. Buy of the Publisher,

John B. Alden, 393 Pearl St., New York

PAINT ROOFS

Dixon's Silica Graphite Paint.

Water will run from it pure and clean. It covers double the surface of any other paint, and will last four or five times longer. Equally useful for any iron work. Send for circulars.
JOS. DIXON CRUCIBLE CO., Jersey City, N. J.

FREE!

Specimen pages of "GIBB'S TRAVELERS' ROUTE AND REFERENCE BOOK." Send for them at once. Don't be backward. They will save you money; that you can gamble on.

GIBB BROS. & MORAN,
NEW YORK.

Dodd's Advertising Agency, Boston.
255 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

First National Bank, OF CHILDRESS, Texas.

Capital, **\$50,000.** New organizing.

A fine County Seat town in the famous Pan-handle country. Only National Bank in the county. Stock par. Will guarantee 12 per cent. net first year. Address **CITY NATIONAL BANK, Wichita Falls, Texas.**

Short Space

is enough to tell what everybody knows.

Hires Root Beer

is the finest drink made. Pure, healthful, sparkling—for everybody. 25c. package makes Five Gallons. **DRINK IT.**

THE C. E. HIRES CO., PHILADELPHIA.

FOR SALE.

An Afternoon Paper,

In a solid WESTERN CITY of 65,000 people. Practically no competition. Paper has highest advertising rates in the city and much largest circulation. Recognized as the leading paper. Will bear closest investigation. Price, **\$50,000**; time on part. Owners non-resident and want to concentrate this capital. Don't answer unless you have money. Address "S—1890—X," PRINTERS' INK.

The Best Schools, to reach the best class of patrons, will do well to advertise in La Revue Francaise. It is read by educated people, who are interested in education in general, and especially in the education of their children. For particulars and rates address La Revue Francaise, 51 East 9th St., New York.

LARGEST Law Circulation in the World.
30,000 each week (magazines)

(See Rowell's Directory & preferred lists.)

The National Reporter System

(St. Paul, Minn.), furnishes Lawyer's Authorities, so must be read.

Each copy in use 17 weeks (average.)

Lawyers live well and have money.

S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.

FRANK LESLIE'S POPULAR MONTHLY,

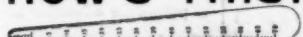
Now in its 32d volume, is among the 101 publications to which the new edition of Rowell's Newspaper Directory for 1891 accords a regular circulation of more than 75,000 copies each issue.

It has for years proved profitable to most of the best known advertisers.

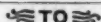
It will pay you. Try it!

Mrs. FRANK LESLIE, Publisher,
110 Fifth Ave., New York.

HOW'S THIS?



Reliable agate measure, letter opener, leaf cutter. Made of **ALUMINUM**, the wonderful new metal. Light as wood. Strong as steel. Cleaner than silver. Will not tarnish or corrode. Six inches long. Just right for vest pocket. Elegant for desk or library. You want one? 25 cents please. Stamps will do. **H. S. THAIN, 161 La Salle St., Chicago.**



ADVERTISEMENT WRITERS.

A set of telling advertisements wanted.
\$5 for each advertisement accepted.

Send for particulars to

J. L. STACK & CO.,
St. Paul, Minn.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. **F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.**

"Ideal Advertising."

My new book; of great practical value to advertisers. Handsomely illustrated, exquisitely bound; a model of elegance and tasteful printing. Sent postpaid, on receipt of 30 cents.
A. L. TEELE,
55 W. 33rd St., New York City.

IF YOU ARE THINKING OF Advertising in England,

we shall be pleased to correspond, to quote or to advise. We already act for numbers of leading American firms. Shall we hear from you?

SMITH'S Advertising Agency,

132 FLEET ST., E. C.,
LONDON, ENG.

The Troy Times

Makes specially low rates for

SCHOOL ADVERTISING.

Best Medium in the State.

RATES FURNISHED ON APPLICATION.

J. M. FRANCIS & SON, Pubs.,
TROY, N. Y.

Haverhill Evening Gazette,
Haverhill, Essex County, Massachusetts. A live newspaper and an excellent advertising medium. Sworn circulation over 5,000 daily. All the wide-awake Advertising Agents, like "ROWELL," can tell you all about us. Send for a sample copy and a schedule of advertising rates.

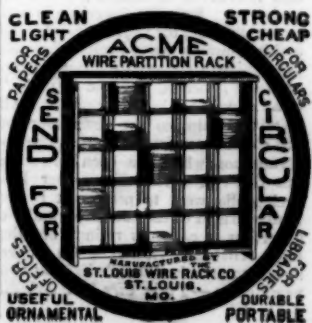
Haverhill, Essex Co., Mass. is a wealthy and thriving city of 28,000 population, largely engaged in the manufacture of boots and shoes; about 10,000 men and women being engaged in that industry. The **GAZETTE** goes into nearly every house in the city.

NOT an ordinary advertisement—a school announcement.

Requiring care in the selection of mediums.

We have made a list of the best ones to use. And our rate for placing educational cards is interesting.

Robinson-Baker advertising Bureau, Number One, West Twenty-fifth street, New York.



THE NEWS AND COURIER

CHARLESTON, SOUTH CAROLINA.

The Great Southern Advertising Medium!

RATES PER INCH.

	1 mo.	2 mos.	3 mos.
Daily, every day, -	\$14.40	\$24.00	\$33.00
" three times a week, -	9.60	16.00	22.00
" twice a week, -	7.20	12.00	16.50

If you desire Southern patronage advertise in

The News and Courier

THE ELGIN TYPEWRITER,

Patented July 15th, 1890.

Price, 60 cents.

This little instrument, the outcome of a novel idea, and the invention of an ingenious mechanic of the Elgin Watch Works, is the only Typewriter of its price thus far considered worthy in point of merit of being granted a patent by the U. S. Government.

The most intelligent are those who order—Teachers, Students, Business and Professional People, and if we may judge from the complimentary letters we receive, we would think our Elgin Typewriter is often found to be a convenient and useful little machine for many purposes of light desk work and corresponding where a high rate of speed is not essential. It costs but a little—60 cents—and is mailed to any address on receipt of price. Descriptive circulars, testimonials, and terms to agents are sent free.

Publishers of Magazines, Monthlies, etc., will find in the Elgin Typewriter a popular, attractive and low-priced premium to offer new subscribers.

ONLY ONE OF HUNDREDS SIMILAR.

To the Novelty Typewriter Co.:

DEAR SIRS—The typewriter at hand. Permit me to say I am well pleased with it. This is written with it after less than ten minutes practice. I regard it as indeed a novelty.

Yours truly,

BELKNAP, Illinois, April 10th, 1891.

J. W. TENNYSON, Pastor M. E. Church.

The Novelty Typewriter Co., Sole Manufacturers, Oswego, N. Y.

TO THE TRADE: A few thousand choice late letters, all 1891.

THE INDEPENDENT

is a valuable advertising medium for

SCHOOLS,

because the high character of its literary columns attracts intelligent, well-to-do readers only—those who, having children to educate, can afford to send them to the best schools. Its

ADVERTISING

rate for schools is 31 cents a line.

THE INDEPENDENT,

251 Broadway, New York.

Good Advertising.

I have arrangements with an excellent list of newspapers in which I can insert advertisements at a very large discount from publishers' rates. I offer most advantageous terms for advertising in single papers selected from my list.

If you want to do a little advertising, and to know in advance exactly what it will cost, you will do well to communicate with me.

I cannot very well quote prices for you unless you tell me the space you wish to occupy, or send me a copy of your advertisement.

Address

S. E. LEIPH.

10 Spruce St., New York.

Is the newspaper directory falling into innocuous desuetude? Well we guess not. Rowell's American Newspaper Directory for 1891 has just landed and it contains 2,237 pages of matter descriptive of the newspapers and magazines of America. It is the "Jumbo" of all efforts that have preceded it. All facts pertaining to the newspapers of this country not found between its covers are those which have been born since this Great American Newspaper Encyclopedia went to press. It is the mutual friend of the newspaper and the advertiser, because its ratings are the most reliable. Rowell & Co. have struck 12 and the World's Fair yet two years away.—*Twin City Journal, La Salle, Ill.*



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

THE DAILY PUBLIC LEDGER, Memphis, Tenn.

The citizens of Memphis are liberal patrons of schools and colleges. An advertisement in the LEDGER will attract the attention of parents and guardians. Geo. P. Rowell & Co., Agents.

"Every publisher in the United States is indebted to Geo. P. Rowell & Co. more than they can ever pay, for the work that has been done in the matter of working up advertising patronage."

J. B. MERWIN, Business Manager,
American Journal of Education,
St. Louis, Mo.

INSTITUTIONS OF LEARNING

Especially in the Western States, draw a very large proportion of students from the farm.

THE WESTERN PLOWMAN, Moline, Ill.

Carries more educational advertising the year round than any other farm paper. Special discounts for summer months. Write for prices.

—WE ARE— HEADQUARTERS

For School and Commercial Printing. We make a specialty of College Catalogs, College Papers, etc. Commercial schools furnished with complete outfits. Our business college advertising specialties are used in all parts of the country. We are the only concern in our line of business. Send for estimates.

PLOWMAN PUB. CO., Moline, Ill.



"While there's Life there's Hope."

Circulation solely among educated people. Dignified in tone and clean. A peculiarly valuable medium in which to place school announcements. Sample copies, prices and full information will be mailed to any schoolmaster on application.

MITCHELL & MILLER,

28 West 23d St., New York City.

T. F. SYKES, M'g'r Adv'g Dep't.

The Morning News,
SAVANNAH, GA.

**GEORGIANS
EXTENSIVELY PATRONIZE
OUTSIDE**

☀ Educational Institutions. ☀

THE ADVANTAGE OF YOURS

Can best be told in the richest and most prosperous sections of the State by having your Advertisement inserted in

The Morning News,
SAVANNAH.

The Telegraph,
MACON.

Both Daily, Weekly and Sunday

Special Rates for Schools.

For particulars address

MORNING NEWS, SAVANNAH, GA. TELEGRAPH, MACON, GA.
Or

J. J. FLYNN, Eastern Agt.,
23 Park Row, New York.

GEO. P. ROWELL & CO'S

BOOK

FOR ADVERTISERS

368 PAGES.

PRICE, ONE DOLLAR.

Sent by mail, postage paid, on receipt of price.

GEO. P. ROWELL & CO.,

PUBLISHERS,

10 SPRUCE ST., N. Y.

Any person, wishing to advertise, who will devote time to a careful examination of this book, will find in it the information that he requires to enable him to perfect his plans.

"Goodness! How She Grows!"

22,725

Copies of the March, 1891,

FARM-POULTRY

We were Compelled to Print.

ADVERTISERS ARE YOU AWARE

how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?



**THEY ARE A
BUYING PEOPLE.**

**Moral: Advertise in
Farm-Poultry.**

For Rates and Sample Copy address
**FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.**

**1 OF A LINE
5 CENT**

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT for EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

NELSON CHESMAN & CO.

ESTABLISHED 1874. INCORPORATED 1890.
Newspaper Advertising Agents

Business Office, 1137 Pine St., St. Louis, Mo.
Branch Office, 54 Beakman St., New York City.

**"We Still Maintain that Allen's
Lists Stand at the Top."**

GEO. M. REWELL, dealer in Carriage Hardware and Household Specialties, is well known as a careful, shrewd, successful advertiser. He keeps a careful record of returns, and is a good authority on advertising mediums. He has advertised in Allen's Lists for years. Mr. Rewell writes:

CLEVELAND, OHIO, March 2, 1891.

E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—Enclosed herein I send you copy for our advertisement for your April issues, to take the place of our advertisement now running. The results obtained from our advertisement of the dish-washer have been very satisfactory indeed. We still maintain that Allen's Lists stand at the top. Yours truly, GEO. M. REWELL.

Several hundred of America's shrewdest and most successful advertisers know, from ACTUAL TESTS AND RECORDS, that Allen's Lists stand at the top.

Every issue of Allen's Lists will take your advertisement into OVER One Million Homes—nearly all rural homes.

OVER ONE MILLION CIRCULATION GUARANTEED EACH MONTH. OVER ONE MILLION CIRCULATION PROVED EACH MONTH. Should less than one million copies be printed and circulated in any month I agree to allow each advertiser a discount in exact proportion. Proof of circulation always furnished each advertiser.

Substantial results to the advertiser, my only claim to patronage.

Forms close the 18th of each month prior to the date of the periodicals.

**E. C. ALLEN, Proprietor of Allen's Lists,
AUGUSTA, MAINE.**

WE HAVE CONTRACTED WITH

The New York World,

And are now Composing and Painting

1000 Ads.

In 1000 Hours,

For 1000 Dollars,

On the Bulletin Boards of the N. Y. Elevated Stations. At least one-half of these 1000 ideas are in four-line verses. Not much money, but a great deal of advertising for us. If we win, we get the \$1000. If we lose, we get —. The betting is now 3 to 1 against us, but we hope to win. Watch the World daily.

Perhaps we can give you some pointers for YOUR business. YOU may not want a thousand, only ten, or perhaps but one. It's all the same to us, except price.

O. J. GUDE & CO.,

General Advertisers,

113 Sixth Ave., New York City.

SPECIAL RATE FOR **SCHOOL AND COLLEGE** **ADVERTISEMENTS.**

For the first time in nearly half a century, the columns of the New York Ledger are open to Educational Advertisements.

The Ledger of to-day reaches the most intelligent and well-to-do families in every county in North America—families both able and willing to give their children the best EDUCATIONAL ADVANTAGES. It is peculiarly adapted to this class of advertising. The limited space devoted to advertising in the Ledger, as well as its clear and beautiful typography greatly enhances its value to the Advertiser. For terms, &c., address,

Robert Bonner's Sons, Publishers,
Spruce and William Streets,
New York.

Edward P. Cone,
Advertising Manager.

No
"Special
Rates"
Or
Any
"Fakes"
Of
That
Kind;
But
It
Reaches
More
Good
Rural
Homes
Than
Any

The National Stockman and Farmer,
PITTSBURGH, PA.

Other
Regular
Weekly
Agricultural
Paper
In
America.
Rowell's
Directory
1891
Says
So.
We
Are
Ready
To
Prove
It.



**A
GOOD
WEIGH**

A GOOD WAY

for those to do who are interested in advertising is to send 20 cents to JNO. K. ALLEN, 559 Roukery, Chicago, for a sample copy of **THE AMERICAN ADVERTISER**, a monthly paper giving many ready-written and displayed advertisements by best advertising experts, adapted and adaptable to every business.



**A
BETTER
ONE**

A BETTER WAY

is to send 50 cents for a three months' trial subscription to this unique paper, now in its fifth year of successful publication. In addition to the ready-written advertisements (one for each day in the month) it has numerous "catch-lines" and suggestions for advertisements, ready-written reading notices and locals.



THE BEST

THE BEST WAY

is to send \$2 for an annual subscription, which includes a premium of two advertising electrotypes with advertisements written to fit, such as others charge \$1.50 each for. Cuts may be selected from new designs appearing monthly. This paper is rest, meat, victuals and drink to the tired advertisement writer.

JNO. K. ALLEN.

THE National Democrat,

WASHINGTON, D. C.,

Has a Proved Circulation of over
30,000 Copies a Week.

UNITED STATES POST OFFICE, }
WASHINGTON, D. C., April 9, 1891. }
EDMUND HUDSON, Esq., *National Democrat*:
The total amount of postage of the second class mailed through this office for the months of January, February and March, 1891, by the *National Democrat* was forty-two thousand seven hundred and fifty-nine pounds, amounting in money to four hundred and twenty-seven dollars and fifty-nine cents (\$427.59).
HENRY SHERWOOD, *Postmaster*.
J. H. D. By S. H. Merrill, Assistant P.-M.

Nine copies of the *National Democrat* weigh one pound. The total number of copies mailed during the 13 weeks from Jan. 1 to April 1, 1891, is shown to have been 384,813. The circulation by mail each week averaged, therefore, 29,601. This does not include locals sold in Washington, or special orders. During the period mentioned there were no special editions.

"Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
239 Broadway, New York.

Wilson's Raven Black

FOR BOOKWORK AND FINE COMMERCIAL PRINTING

Does Not Skin.

(Printers appreciate what a saving this means.)

Can be exposed a week or more without injury.

DOES NOT HARDEN ON ROLLERS.

DOES NOT DRY ON THE DISC.

FREE FLOWING IN FOUNTAIN.

Does Not Offset!!

Is Brilliant!!

There is no waste. Every speck of it can be used.

Sample Package, 1 lb., One Dollar.

Delivered free of express charges.

Address (enclosing price)

W. D. Wilson Printing Ink Co.

(LIMITED),

140 WILLIAM STREET,
NEW YORK.

NOW READY:

TWENTY-THIRD ANNUAL EDITION

AMERICAN NEWSPAPER

△ △ △ DIRECTORY. △ △ △



PRICE \$5.00.



GEO. F. ROWELL & CO., PUBLISHERS,

10 SPRUCE ST., NEW YORK.



Evening News

ISSUES DAILY

28,000 COPIES,

Which is twice as many as any other daily, and 10,000 more than any Sunday paper publishes in New Jersey. It circulates by carriers in the prosperous and populous section of New Jersey—embraced in Essex, Hudson and Morris Counties—including Newark, Morristown, Madison, Summit, the Oranges, Harrison, Kearny, and all the towns and villages in the above Counties adjacent to Newark.

It is the recognized medium for all classes, as shown by a glance at its columns.



Schools, Colleges and Seminaries

may obtain terms for advertising by communicating with

GEO. P. ROWELL & CO.,

10 Spruce St., New York,

OR BY ADDRESSING THE PUBLISHER,

Evening News Office,
NEWARK, N. J.

THE PULL THAT TELLS.



A Strong Pull—a Long Pull—a Determined Pull has made the

Pittsburg Press

just what it is recognized by all to be: The most prosperous and progressive of Pittsburg dailies; and although the youngest, it has outstripped in growth all home newspapers, and to-day has a circulation that places it HEAD and SHOULDERS above all competitors. This strong, proud and honorable position could have been gained and maintained only by the united will of an intelligent and busy people. From its first issue the PRESS has steadily grown in popular favor, and as convincing proof points to its proven AVERAGE CIRCULATION of

42,761

Printed and SOLD, Each Issue

for the Month of APRIL, 1891.

And it is these figures that give the PRESS that mighty pull or prestige with the buying community of one of the greatest industrial cities of the world, and local advertisers use its columns when they have any thing to proclaim to the citizens of Pittsburg and suburban towns.

It is an axiom among Pittsburg business men: "If you are not advertised in the Press you are not advertised at all."

Circulation the largest, Advertising Rates the lowest, costing only 6 cents a line by the year when the order runs every day; and an advertisement in it MUST give good results.

THE SUNDAY PRESS—as yet an infant—16,024.

Sworn Statements of circulation in detail, giving every issue for the year 1890, and all information, furnished on application to

48 Tribune Building,
NEW YORK.

509 "The Rookery,"
CHICAGO.



NATURALLY, when seeking scholars for the next school year, you desire that your announcement shall reach heads of families, who have children to educate, and the money to pay for it.

If your announcement can be presented by an acceptable messenger, and thus be sure of receiving careful consideration, it will be all the better.

Perhaps your school receives pupils of every religious faith; or, if it be a church school, your preference may be to speak only to homes of that particular denomination.

In either case, you wish to speak to the greatest number of parents at the least possible cost, and thus

Bring Scholars TO Your School.

The papers of THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, have received the highest commendation as mediums for school announcements:

- 1st. They are exclusively home journals, read by adults of culture and intelligence, whose children are to be educated.
- 2d. They have the confidence and authority gained by years of usefulness and good work. They are naturally consulted in their special denominations for information about the most acceptable schools.
- 3d. They reach the different Protestant denominations. Your announcement can, therefore, be made to all or any of them.
- 4th. The list as a whole will furnish information to over 270,000 homes weekly.

BRAEHOLMN A Boarding School for Girls
Freemont, Pa.
Prepares for all Colleges, superior facilities for Music and Art. Resident Physician. Sargent System of Gymnastics. Miss I. L. BARD, Princ'l.

The above specimen school advertisement (5 lines) costs each insertion in

Sunday School Times... \$4.17

PHILADELPHIA.

Presbyterian.....	60c.	} \$3.33
Lutheran Observer.....	47	
National Baptist.....	47	
Christian Standard.....	47	
Presbyterian Journal.....	33	
Ref'd Church Messenger.....	33	
Episcopal Recorder.....	37	
Christian Instructor.....	37	
Christian Statesman.....	20	
Christian Recorder.....	20	
Lutheran.....	20	

BALTIMORE.

Baltimore Baptist.....	20		.40
Episcopal Methodist....	20		
For List.....			\$7.90

More or less space, and additional insertions, at exactly pro rata price.

Price per line
each time.

Sunday School Times... .83 1/2c.

PHILADELPHIA.

Presbyterian.....	.13	}	.66 1/2
Lutheran Observer.....	.09 1/2		
National Baptist.....	.09 1/2		
Christian Standard.....	.09 1/2		
Presbyterian Journal.....	.06 1/2		
Ref'd Ch'rch Messenger.....	.06 1/2		
Episcopal Recorder.....	.03 1/2		
Christian Instructor.....	.03 1/2		
Christian Statesman.....	.04		
Christian Recorder.....	.04		
Lutheran.....	.04		

BALTIMORE.

Baltimore Baptist.....	.04		.08
Episcopal Methodist....	.04		
For List.....			\$1.58

One
Price
Advertising

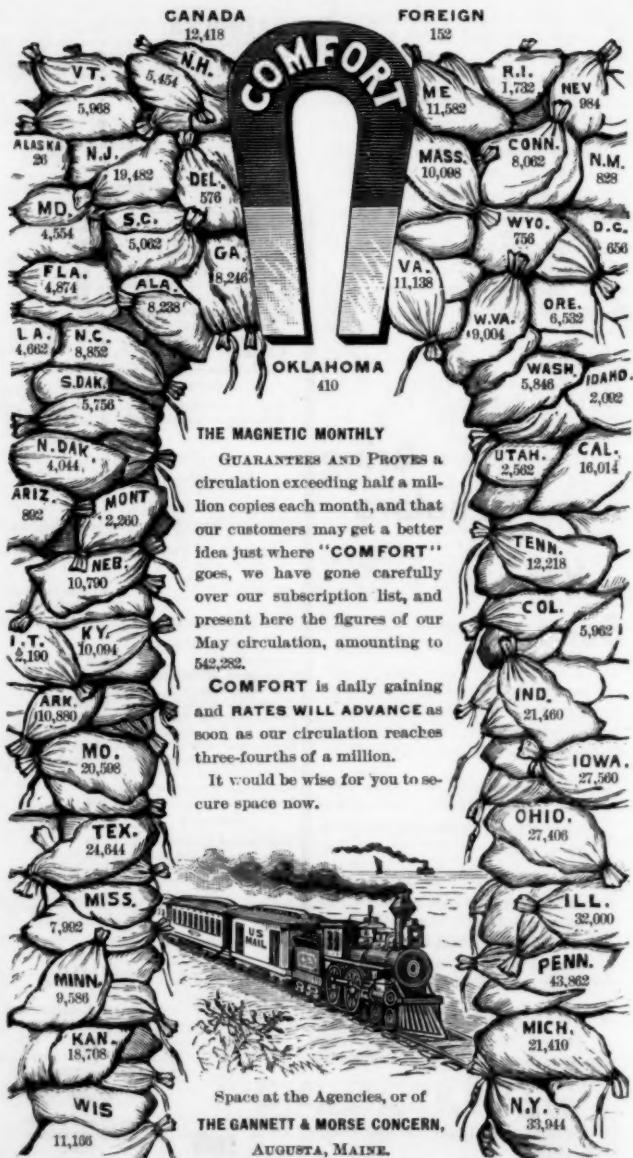
Without Duplication
of Circulation

HOME 14 BEST
JOURNALS WEEKLIES

Every Week
Over 270,000 Copies

Write to

Religious Press
Association
Phila





1 1/2 CARLOADS OF PAPER USED WEEKLY

- ON THE -

SATURDAY BLADE AND THE CHICAGO LEDGER.

300,000 COPIES WEEKLY.

THERE ARE 120 LBS. TO THE THOUSAND COPIES.

300 x 120 Lbs. = 36,000 Lbs.

That is the amount of paper required for the two papers each week, and we can prove it by Post-Office receipts.

The Saturday Blade, 200,000,	-	-	\$1.00 per Line.
The Chicago Ledger, 100,000,	-	-	50c. "

For the next 30 days we will accept business at \$1.25 for the two papers.

W. D. BOYCE,

116 & 118 DEARBORN STREET, CHICAGO.



If that advertisement of yours is not already running in these papers, it ought to be. Make your money earn money.

A. FRANK RICHARDSON,

13, 14 and 15 TRIBUNE BUILDING, NEW YORK.